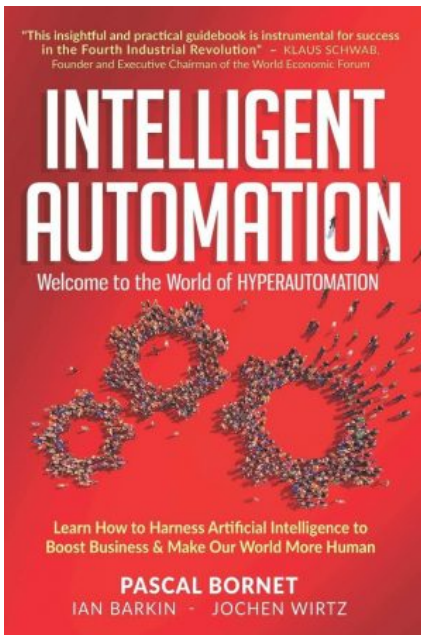


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Intelligent Automation: Welcome To The World Of Hyperautomation: Learn How To Harness Artificial Intelligence To Boost Business & Make Our World More Human (multicoloured edition)



Author: Pascal Bornet; Ian Barkin; Jochen Wirtz

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About the Book

This is the first reference book on Intelligent Automation (IA). Also called **Hyperautomation**, it is one of the most recent trends in the field of artificial intelligence. **IA is a cutting-edge combination of methods and technologies**, involving people, organizations, machine learning, low-code platforms, robotic process automation (RPA), and more.

This book is for everyone – whether you are an experienced practitioner, new to the topic, or simply interested in what the future holds for enterprises, work, life, and society as a whole.

What you will get from this book:

- Get the lessons learned from 100+ IA transformation successes (and failures)
- Benefit from the largest publicly available library of 500+ IA use cases by industry and by business function
- Gain access to insights garnered from 200+ IA industry experts

About the Author

Pascal Bornet is a recognized global expert, thought leader, and pioneer in the field of intelligent automation (IA). He founded and led the IA practices for McKinsey & Company and Ernst & Young (EY), where he drove hundreds of IA transformations across industries. Bornet is a member of the Forbes Technology Council, and he was awarded Global Top Voice in Technology 2019.

Ian Barkin is Chief Strategy & Marketing Officer at SYKES. He is a globally recognized thought leader and veteran in the IA space. Barkin co-founded Symphony Ventures, a pure-play IA consulting company providing cutting-edge services across all sectors. In 2018, the company was acquired for US\$69 million by SYKES, a NASDAQ-listed global leader.

Dr. Jochen Wirtz is Vice-Dean MBA Programmes at the National University of Singapore Business School, and Professor of Marketing. He is a well-known and highly acclaimed author with more than 20 books published, including “Services Marketing – People, Technology, Strategy”. His research has been published in over 100 academic journal articles, and he received over 40 awards.

Review

“One of the most important books of our times!” – **Bernard Marr**

“An essential reading for anybody who cares about the future of work” – **Arianna Huffington**

“This insightful and practical guidebook is instrumental for success in the Fourth Industrial Revolution” – **Klaus Schwab**, founder of the World Economic Forum

“An insightful exploration of Intelligent Automation” – **Dr. Kai-Fu Lee**, Author of NYT Bestseller “AI Superpowers”

“This field guide is essential reading” – **Gartner**

“Masterful insight, this book is more relevant than ever” – **HFS**

“This book needed to be written” – **Forrester**

Table of Content

Key contents of the book:

- What is Intelligent Automation (IA)? Why has the use of IA been expanding so rapidly? What are the benefits it unleashes for employees, companies, customers, and society?
- How have leading organizations been able to harness the full potential of IA, at scale, and generate massive efficiency gains in the range of 20 to 60%?

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